

National Recruiting & Outreach Committee NROC

Oct. 4, 2023



Agenda

- **National Volunteer Recruitment Campaign**
- **NROC Recruitment Support**
- **Branding Guidelines and Review**
- **Diversity, Equity and Inclusion**
- **Wrap Up and Questions**

SECTION 1

National Volunteer Recruitment Campaign

1. National Tax-Aide Volunteer Recruitment Campaign

- August 14 through December 1
- Nationwide target 25+
- Goal: 7,000+ new volunteers



A screenshot of a Facebook advertisement for the AARP Foundation. The ad features the AARP Foundation logo and name at the top left, with a 'Sponsored' label and a globe icon. The main text reads: 'Make a big impact in a short amount of time. Help neighbors in need get much-needed tax breaks and refunds. Training provided.' Below the text is a photograph of a diverse group of approximately ten volunteers of various ages and ethnicities, all wearing matching grey AARP-branded shirts. At the bottom left, the website 'aarpfoundation.org' is listed, followed by the text 'Volunteers Urgently Needed'. A 'Learn more' button is located at the bottom right.

Facebook Ad Sample

Facebook Ad Samples

 **AARP Foundation**   





Sponsored · 


Now more than ever, older adults with low income need help getting tax breaks. Help make a difference by volunteering as an interpreter.




aarpfoundation.org
Interpreters Needed
Volunteer with Tax-Aide

[Learn more](#)

 **AARP Foundation**   

Sponsored · 

Did you know you can volunteer from home and work flexible hours? No experience necessary – training provided.



aarpfoundation.org
Volunteers Urgently Needed

[Learn more](#)

Facebook Ad Samples

Ad Creative: Illustrated Carousel

AARP Foundation Sponsored ·

Make a big impact in a short amount of time. Help neighbors in need get much-needed tax breaks and refunds. Training provided.

AARP Foundation
For a future without senior poverty

Volunteer with Tax-Aide
and help older adults get much-needed tax breaks and refunds.

Volunteers
Urgently
JOIN OUR TE...

[Learn more](#)

New for this year, a carousel of images makes the case to prospective volunteers.

AARP Foundation
For a future without senior poverty

Now more than ever,
older adults with low income
need tax breaks.

AARP Foundation
For a future without senior poverty

Work flexible hours,
and volunteer in person
or from home.

AARP Foundation
For a future without senior poverty

No experience is necessary
– training is provided.

Coordinators Interpreters Greeters
Virtual Volunteers Tax Counselors

AARP Foundation
For a future without senior poverty


Our volunteers tell us
Tax-Aide is fun, with lots
of camaraderie.

AARP Foundation
For a future without senior poverty



Become a
Tax-Aide Volunteer
today!

Ad Themes

- **Caring Community**
- **Camaraderie**
- **Volunteers Needed**
- **Learn to Do Taxes**
- **Branded**
- **No Experience Necessary**



Become a Tax-Aide Volunteer

 You can make a big difference in a short amount of time! 

Display Ad Sample

Completed Applications – 8/4 to 10/4

- 5,914
- Compared to 2,428 last year



2. Paid Media Plan

01	Display	Drive awareness and site traffic by showing ads to users as they browse their favorite websites across the web
02	Retargeting	Remind landing page visitors to complete their sign-up if they left without submitting the form
03	Paid Search	Connect with users actively searching for related terms on Google and Microsoft
04	Paid Social	Serve in-app ads on Facebook and Instagram, with the added benefit of increased reach as users share our content
05	YouTube	Drive awareness and site traffic by showing videos to users on this popular platform

3. AARP Channels

- *The Daily* Newsletter
- *Webletter* Newsletter
- AARP Now App Mobile App
- Volunteer Update State Newsletter
- *Create the Good* Newsletter
- *AARP The Magazine* “ATM”
- *The Bulletin*
- AARP Ticker
- Signup.com
- *Sisters* and *The Girlfriend* Newsletters
- *Experience Counts* Newsletter



AARP State Newsletter

- 10K State Volunteers
- Promoted Aug. 16

From: Volunteer News Alert <aarp@email.aarp.org>
Sent: Wednesday, August 16, 2023 4:02 PM
To: Almase-Ruschell, Justin <jalmaseruschell@aarp.org>
Subject: Justin, here's your AARP Volunteer newsletter!

[See what's happening with AARP](#)

[View this in a web page](#)



Volunteer UPDATE

EXCLUSIVELY FOR AARP VOLUNTEERS



AARP Invests \$3.6 Million in Community Improvement Projects

[Learn More](#)



Looking for Local Volunteer Opportunities?

[Learn More](#)

Local News and Volunteer Opportunities

The Daily Newsletter

- 853K subscribers
- Promoted Aug. 16

The Daily — 8 Worst Habits for Your Skin



AARP <member@email.aarp.org>

To Banuitt, Aarti

If there are problems with how this message is displayed, click here to view it in a web browser.

Reply Reply All Forward

Wed 8/16/2023 5:02 PM

Looking for Volunteer Opportunities?

AARP Foundation Tax-Aide volunteers help older taxpayers prepare their taxes. You'll receive training and support, learn new skills and connect with people in your community while giving back. **Join the team!**

Putting the Grandkids to Work

When Molly and Cappy Ruppert revived a dilapidated restaurant, they made it a family affair. **Learn about how they enlisted the help of their grandkids** and be sure to save Cappy's tasty recipe for fried green tomatoes with fresh crabmeat.

Webletter Newsletter

- 11 Million Subscribers
- Promoted Aug. 19

Social Security COLA Increase for 2024? Latest Predictions



AARP <member@email.aarp.org>

To Banuitt, Aarti

You forwarded this message on 8/21/2023 9:23 AM.
If there are problems with how this message is displayed, click here to view it in a web browser.

👍 Reply Reply All Forward ...
Sat 8/19/2023 5:17 PM



GET HELP | GIVE HELP

Help Your Neighbors in Need Get Tax Refunds

[Volunteer With AARP Foundation Tax-Aide >](#)

Get Expert Advice on Student Loan Payments

[Join Our Free Webinar and Q&A >](#)



HAVE YOUR SAY ...

How Did You Rekindle an Old Friendship?

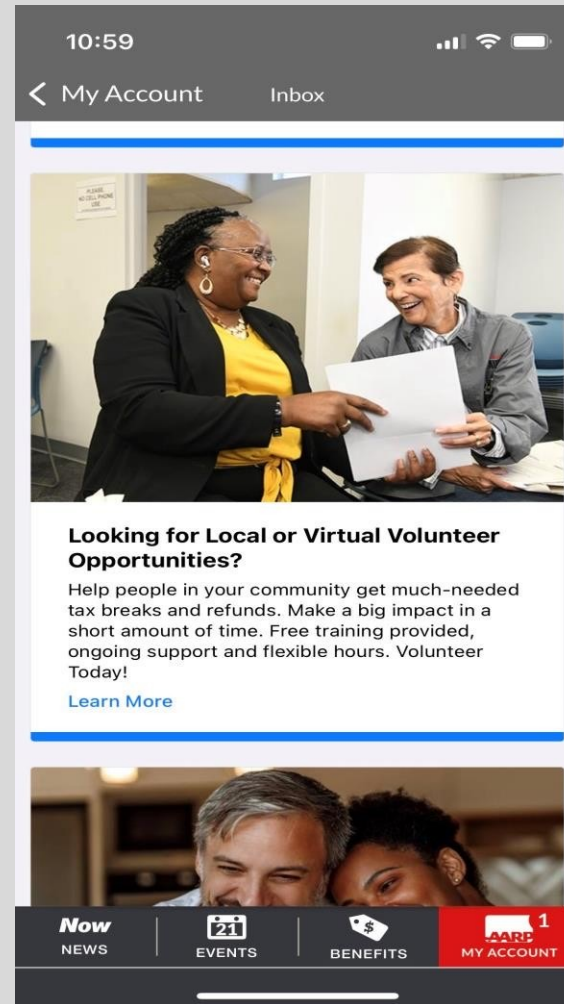
[Share Your Story >](#)

What Are Your Favorite Walking Songs?

[Play AARP's SongTheme™ >](#)

AARP Now App

- 905K Monthly Active Users
- Promoted Aug. 21 thru Sept. 30



Signup.com Campaign

- Launched Sept. 5 thru Nov.

Tailgate Potluck
Sat Sep 16, 2023

To share this SignUp, use: <https://signup.com/go/ruuYMGR>

SPOT	TIME	FILLED	PARTICIPANTS
Chips and dip Join us for tailgating fun! We'll...	11:00am - 11:30am	2 of 6	JH JS
Non-Alcoholic Beverages (not water) Join us for tailgating fun! We'll...	11:00am - 11:30am	3 of 4	UJ SS JS
Plates and Napkins for 30 people Join us for tailgating fun! We'll...	11:00am - 11:30am	1 of 2	TM
Tailgate Potluck Dish Join us for tailgating fun and b...	11:00am - 11:30am	7 of 20	JH JS TA MM +3

Chemistry Tutoring Appointments
Sat. Oct 7, 2023

- Tutoring with Ms. Malone**
 9:00 AM - 10:00 AM
 FULL 1 Participant
- Tutoring with Ms. Malone**
 10:30 AM - 11:30 AM
 FULL 1 Participant
- Tutoring with Ms. Malone**
 1:00 PM - 2:00 PM
 0/1 Signed Up

AARP Ticker – Sept. 8

How AARP Is Fighting for You Every Day!
AARP is your fierce defender

AARP Illinois Helps Secure \$14 Million for Older Adults

New Texas Laws Target High Prescription Drug Prices

AARP Foundation Tax-Aide Seeks 2024 Volunteers

AARP to Congress: Expand Medicare Coverage of Short-Term Skilled Nursing

AARP Helps Fight Connecticut Electric Rate Increase
[Read More Ways That AARP Serves as Your Fierce Defender >](#)

In Case You Missed It

WORD WIPE
MEMBERS ONLY

PHOTOS OF THE DAY
St. Paul's Performers, Beach at Sunset, Prince Bishops Place

MUSIC
Aaron Neville on Overcoming Poverty, Addiction, Racism and Loss

TODAY IN YOUR HISTORY
John F. Kennedy Marries Jacqueline Bouvier (1953)

Get Our Daily Newsletter
Start each day with The Daily newsletter for the latest in health, money and jobs — and updates on how we're fighting for you.

En español | It may be September, but tax season will be here before you know it. And AARP Foundation Tax-Aide is looking for new volunteers to help people around the country file their taxes.

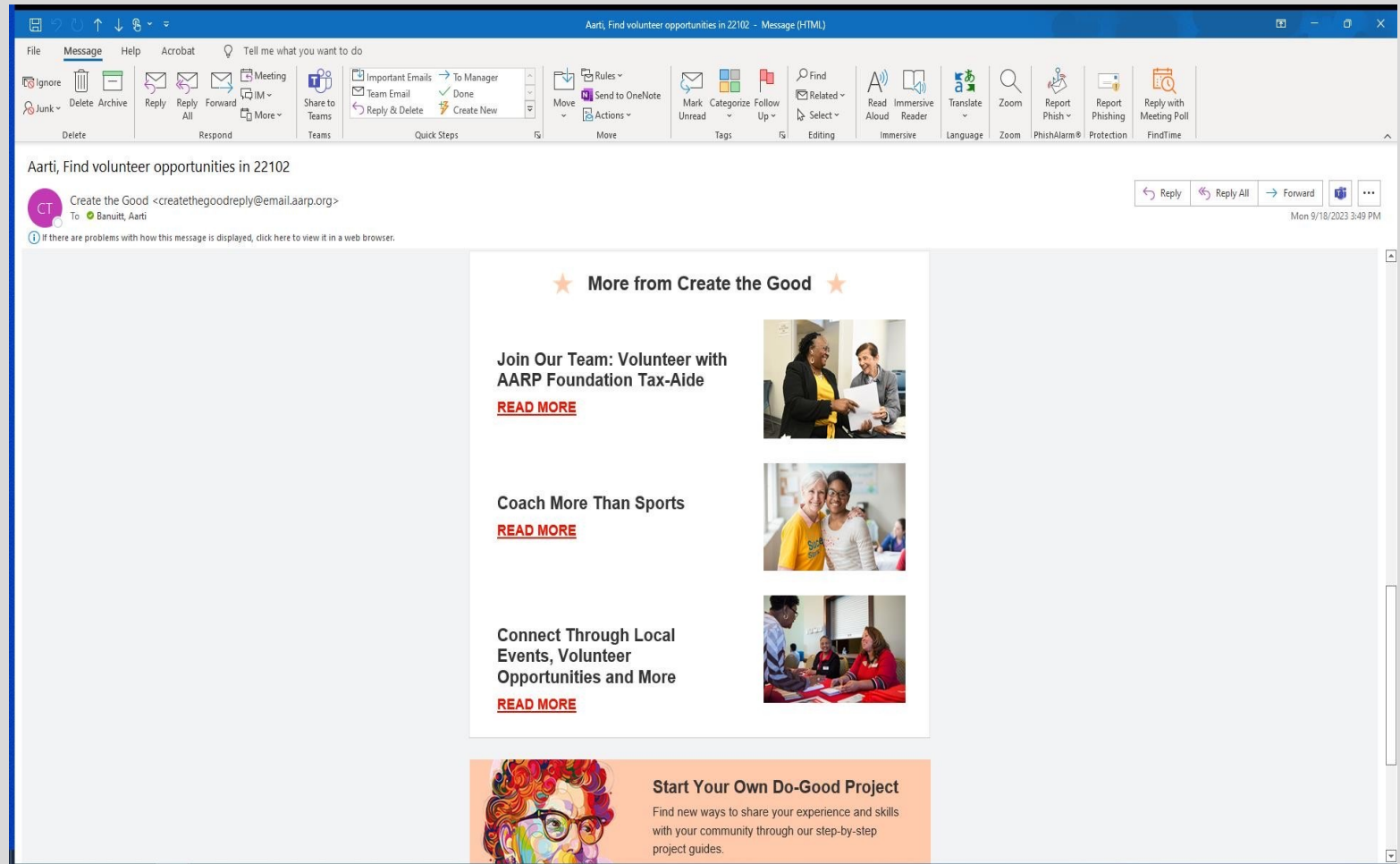
What are we looking for? Individuals who want to give back to their community and help others through the tax filing process. No experience is necessary, but good organizational skills and attention to detail are helpful. IRS-certification training will be provided.

Tax-Aide volunteers help prepare returns free of charge, either in person or through virtual appointments. The program also needs people to work as greeters, translators, tech support and more.

Last year, more than 26,000 Tax-Aide volunteers helped more than 1.5 million taxpayers get back a total of \$1.1 billion in tax refunds — money they might have otherwise missed out on without our volunteers' help. The program has assisted more than 75 million taxpayers since it began in 1968.

Create the Good Newsletter

- Promoted Sept. 14



Experience Counts Newsletter

- Launched April 2023
- Promoted Sept. 21

The screenshot shows an Outlook email window titled "Terry Bradshaw Talks Fame, Faith and Football - Message (HTML)". The interface includes a ribbon with tabs for File, Message, Help, and Acrobat. The Message tab is active, showing various actions like Ignore, Delete, Archive, Reply, Forward, and Meeting. The email content is from "AARP Experience Counts <AARP@email.aarp.org>" to "Banuit, Aarti". The main body of the email features four promotional cards:

- AARP RESOURCE SPOTLIGHT: Become a Tax-Aide Volunteer** - Includes an image of a hand pointing at a tablet and a calculator. Text: "Volunteers Are Essential Workers. Meet Janelle Riedl, whose team helps taxpayers file 5,000 returns each year." "Visit the Virtual Community Center. See our schedule of free and fun interactive online events." "Calculate Your BMI. Estimate your body fat based on your height-weight ratio." "Senior Planet From AARP. Take the finances and technology quiz to protect your money online."
- Money Smart\$ 4 Cheap and Easy-to-Use Smartphone Alternatives** - Includes an image of various mobile phones. Text: "Lose the high-tech hardware and enjoy life with a simpler device." "Read More" button.
- Only in America Surprising Stories About the Births of 5 State Capitals** - Includes an image of a statue in front of a building. Text: "Geography, resources and political feuds led to compromise." "Read More" button.

4. Boosting the Campaign

Zip Code Initiative Update

In the spring each Regional Coordinator provided zip codes of those hard-to-reach areas in their regions. We boosted our campaign in those targeted areas beginning in September.



5. Volunteer Emails

- **LOA/Relocated**
- **On Hold**
- **Current/Returning**
- **National and Volunteer Leader Roles**



State Office Toolkit

The screenshot shows a SharePoint page for the AARP Foundation Tax-Aide Toolkit. The top navigation bar includes the InfoNet logo, the text 'SharePoint', and utility icons for settings, help, and a user profile. Below the navigation bar, there are 'SHARE' and 'FOLLOW' buttons. The main content area features a breadcrumb trail: 'InfoNet » AARP Foundation » AARP Foundation Tax-Aide Toolkit'. The page title is 'AARP Foundation Tax-Aide Toolkit'. A left-hand navigation menu lists various sections: 'AARP FOUNDATION', 'ABOUT AARP FOUNDATION', 'STRATEGY & RESULTS', 'AARP FOUNDATION FOCUS AREAS' (with sub-items: Programs, Legal Advocacy, Grantmaking, Research, Development, Finance), and 'Site contents'. The main content area is titled 'Marketing & Communications Tools' and contains a 'Background' section with three paragraphs of text. A right-hand sidebar titled 'CONTACTS' lists 'Liz Goldsby' as the Marketing Communications Manager, providing her phone number (703) 786-5755, email (egoldsby@aarp.org), and a link for media requests (media@aarp.org).

InfoNet SharePoint

SHARE FOLLOW

AARP FOUNDATION

ABOUT AARP FOUNDATION

STRATEGY & RESULTS

AARP FOUNDATION FOCUS AREAS

- Programs
- Legal Advocacy
- Grantmaking
- Research
- Development
- Finance

Site contents

AARP Foundation Tax-Aide Toolkit

InfoNet » AARP Foundation » AARP Foundation Tax-Aide Toolkit

Marketing & Communications Tools

Background

AARP Foundation Tax-Aide provides in-person and online tax preparation help to anyone, free of charge, with a special focus on taxpayers who are over 50 and have low to moderate income.

The U.S. tax code is complicated. As a result, many taxpayers overpay, turn to services they can't afford, or don't file — missing out on credits and deductions they've earned.

Each year, AARP Foundation Tax-Aide serves over a million people at locations across the country.

In neighborhood libraries, malls, banks, community centers and senior centers, more than 25,000 Tax-Aide volunteers help taxpayers get the credits and refunds they deserve. Assistance is also available online and by phone, and AARP membership is not required.

CONTACTS

Liz Goldsby
Marketing Communications Manager
(703) 786-5755
egoldsby@aarp.org

For Media Requests:
External Relations
media@aarp.org

Provided Tools

- **Boilerplate**
- **Logos**
- **Images**
- **Messaging**
- **Video**
- **Social Media Posts**
- **Print Ads**
- **Print Collateral**
- **Radio Scripts**
- **Volunteer Recruitment Press Release**









2023 Volunteer Recruitment Materials – AARP Portal



AARP Volunteer Portal - ORDERS

Click on “CATALOGS”,

then “RECRUITMENT MATERIALS”

Item Description	
	MME Recruitment Flyer African American (General) 
	TAX AIDE RECRUITMENT RACK CARD 
	TAX AIDE RECRUITMENT SIGN-UP CARD 
	RECRUITMENT POSTER 
	TAX AIDE SPANISH RECRUITMENT BROCHURE 
	Tax Aide Spanish Recruitment Poster 

Local Recruiting

Posters at Libraries,
AARP State Offices,
Volunteer Agencies

Digital Ads at
Create the Good
Volunteer Match
American Towns
Nextdoor
United Way

Tax Help

We partner with the AARP Tax-Aide Foundation to offer free tax help at all of our library branches. Volunteers trained in tax preparation can help with filing your taxes and answer your tax questions. In person appointments can be made by visiting or calling your Library. Your Social Security Card, ID, relevant tax documents, and the AARP intake paperwork is required at your appointment.

Find on this page: [Tax Help Appointments](#) / [Documents Needed](#) / [Scope of Services](#) / [More Information and Resources](#)

Tax Help Appointments

Volunteers trained in tax filing and preparation will be available to help file your taxes and answer your questions on select dates at all library branches and other locations during this tax season. Other locations with AARP tax assistance in Citrus County include the Citrus Springs Memorial Library and the Crystal River Moose Lodge.

Appointments can only be made by calling your Citrus Libraries branch or by coming in and requesting an appointment.

Only ONE appointment per person is allowed. Walk-ins are currently not accepted.

Face coverings are required at your appointment, per AARP requirement.

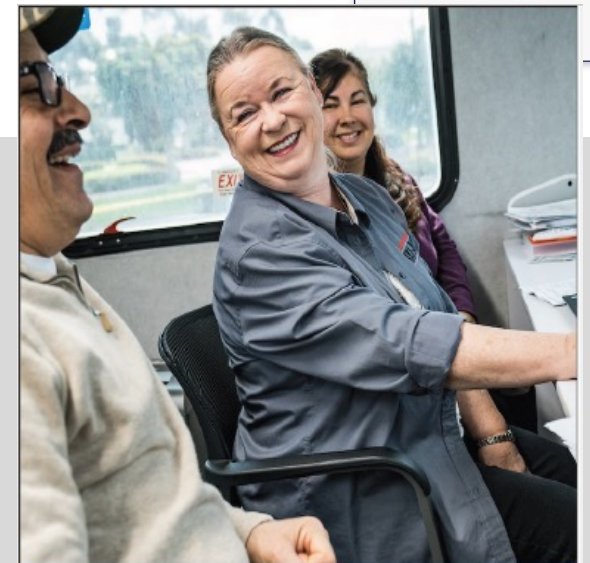
[View Full Tax Help schedule by location](#)

Related Links

[Get a Library Card](#)

[Event Calendar](#)

[Library Locations](#)



Join Our Team

Team Liaison

Barbara McCauley-McCormack
bmccauleymccormack@aarp.org
Personal cell: 703|638-3039



SECTION 2

NROC Recruitment Support

Our Vision

To build a sense of COMMUNITY as we endeavor to rebuild and revitalize the recruitment and retention of our volunteer workforce.

Revitalization Tactics

- **Partnership with the AARP Foundation**
- **Better coordination with the NOC**
- **Expand recruitment resources and tools**
- **Network for communications and sharing best practices**
- **Strengthen the planning process at the state and district level**
- **Expand vision of recruitment and retention beyond the mechanics of onboarding**



The Art of Recruitment

- From No Match to Match
- Coordinating recruitment workstreams
- Leveraging resources
- Thinking outside the box
- Exploring possibilities
- Sharing potential volunteers



SECTION 4

Diversity, Equity and Inclusion

Diversity, Equity and Inclusion

Prioritizing approaches that increase equitable access and outcomes in the Tax-Aide program.

Diversity, Equity and Inclusion

- **Partner with multicultural and intergenerational organizations**
- **Recruit “champions” from these communities**
- **Use their communication platforms**
- **Work with state and local nonprofits**
- **Partner with your state AARP office**
- **Research demographic data for your state or county**



Diversity, Equity and Inclusion

- **In-language collateral**
- **Increase sites/ expand hours of existing sites**
- **Place printed materials at targeted areas**
- **Attend local and multicultural events**



SECTION 5

Wrap Up

Volunteer Recruitment

1. Encourage everyone on your team to recruit.
2. Most of recruitment happens face-to-face and at the local level.
3. Happy volunteers are great recruiters.
4. It takes a village to recruit and retain a volunteer.

